

**\*This is now an area qualifying event and only three teams per area will be able to compete at the state level\***

## **AGRICULTURAL SALES 3 or 4 Member Team**

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### **OFFICIAL DRESS MANDATORY**

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#### **I. PURPOSE**

The purpose of the Agriculture Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the agricultural sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of the products.

#### **II. EVENT FORMAT**

##### **A. Team Make-up**

1. The event will be a team event consisting of three or four students. The top three individual scores will count toward the team total. A team may compete with less than four members.
2. It is required that participants be in official FFA dress for the event.

##### **B. Individual Activities**

###### **1. Objective Test (100 points/individual)**

The objective test is designed to evaluate an individual participant's knowledge of the basic sales skills. A 50 question, multiple-choice test, developed exclusively from the references, will be administered with the two points awarded for each correct answer for a possible 100 points. Each participant will have 45 minutes to complete the test.

###### **2. Individual Sales Activity (100 points/individual)**

Information and product(s) from the team activity will be used in the individual sales activity. Participants will directly sell the product(s) to one judge who will act as the customer. The judge will fit one of the customer profiles identified in the team pre-call planning. All judges will act as that one judge for each of the participants. The judge will act as a real customer which may include not buying the product but all participants will have the same experience.

Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs. Participants will have 15 minutes to interact with the judge.

##### **C. Team Sales Situation (150 points total)**

1. Each participant will be allowed to bring a one-inch binder to the team activity containing the provided product information and any other information gathered by the participant.
2. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision-making and oral communications.
3. The following information will be provided to the team at the event as if they were a group of salespeople working together to develop the pre-call planning prior to conducting a sales call:
  - a. Product information (will be posted on Texas FFA website by January

- 15<sup>th</sup> each year)
- b. Profiles of different customers
4. The team will be provided with paper and writing utensils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
  5. The team will then develop the strategy (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This strategy should include but not be limited to:
    - a. Determine potential customer needs and wants.
    - b. Identify features and benefits of the product(s) that address the customer's needs and wants.
    - c. Identify potential customer objections and prepare to address them.
    - d. Identify possible related/complimentary products and their suggestive selling strategies.
    - e. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.
  6. Teamwork and involvement of team members will be judged during this event. Students are expected to justify their decisions based on selling principles.
  7. The team will be given 20 minutes to analyze the information given and develop a presentation to provide the information listed above. During this twenty (20) minute period, the team will be judged using the team activity scorecard found in this chapter.
  8. At the conclusion of the 20 minutes, the team will present to the judges who are acting as the team's immediate supervisors. The presentation will be no longer 10 minutes. At the conclusion of the presentation, the judges will have 10 minutes to ask questions of all team members. The questions will be taken from all aspects of the team event.

### III. SCORING

|  |            |
|--|------------|
| Objective Test (100 pts/member)            | 300        |
| Individual Sales Activity (100 pts/member) | 300        |
| Team Sales Situation                       | 150        |
| <b>TOTAL POSSIBLE SCORE</b>                | <b>750</b> |

### IV. TIEBREAKER

- A. Should a tie occur on team scores:
  1. The highest team sales situation will break the tie.
  2. If still tied, the highest sum of written test scores will be used.
  3. If still tied, the highest written test score will be used.
  4. If still tied, the highest alternate score will be used.
- B. Should a tie occur in the individual scores:
  1. The highest sales call score will break the tie.
  2. If still tied, the highest written test score will be used.
  3. If still tied, the highest team activity score will be used.
  4. If a tie still exists, contestants will be accompanied by their advisor and will meet with contest officials who will conduct a coin toss to determine the higher placing individual.

## **V. EXAM REFERENCES**

ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey, ISBN-13: 978-0978895211

Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4

Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8

Closing, Virden J. Thorton, ISBN 1-56052-318-2

Ditzenberger and Kidney, Selling-Helping Customers Buy, South Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543- 7972, ISBN 0538605316.

Understanding Ag Sales, FFA.org

## Agricultural Sales CDE Team Event Scorecard

Chapter Name:

Area:

| Skills   | Possible Points | Points Earned |
|--|-----------------|---------------|
| How well did each team member participate by analyzing and providing input to the solution?  | 8               |               |
| How well did each team member communicate with the rest of the team members?   | 10              |               |
| How well did each team member demonstrate effective listening skills?  | 10              |               |
| How well did each team member respect the input of the other team members?   | 9               |               |
| What level of knowledge did the team have of the products they were selling?   | 12              |               |
| Did the team accurately analyze all the information for each customer type?  | 12              |               |
| Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?                        | 12              |               |
| Did the team identify products for each customer type based on their product's features and benefits and the customer's anticipated needs and wants? | 15              |               |
| How well did the team identify potential objections for each customer type and how to address them?  | 12              |               |
| Were complimentary/related products also identified?   | 10              |               |
| Were the decisions made by the team based on sound sales principles using the information they were given?   | 12              |               |
| Was the presentation delivered professionally?   | 8               |               |
| Did all team members participate in the presentation?  | 8               |               |
| Were the questions answered correctly by all team members?   | 12              |               |
| <b>TOTAL POINTS</b>  | <b>150</b>      |               |

## Agricultural Sales CDE Individual Sales Call Scorecard

Chapter Name:

Area:

| Indicator                | Skills   | Possible   | Earned |
|--------------------------|--|------------|--------|
| First Impression         | Individual identifies themselves with a good first impression.   | 5          |        |
| Personal Rapport         | Individual asks questions and utilizes information from answers in an attempt to build personal rapport.           | 5          |        |
| Clarifying Questions     | Individual asks questions to learn about the customer's business.  | 5          |        |
|                          | Individual asks questions to confirm preliminary customer information.   | 5          |        |
| Needs and Wants          | Individual confirmed and discovered customer needs and wants.  | 10         |        |
| Features and Benefits    | Individual applied features and benefits of their product to the customer's needs/wants to their product features. | 10         |        |
| Matching Needs and Wants | Individual allows customer to participate in matching their wants/ needs to the product features.                  | 10         |        |
| Trial Close              | Individual uses appropriate sales technique to confirm customer interest and/ or identify buying signals.          | 5          |        |
| Objections               | Student listens and clarifies customer's objections.   | 10         |        |
| Addressing Objections    | Individual applies and discusses the features/ benefits of the product to address the customer's objections.       | 10         |        |
| Close or Advance Sale    | Student closes or attempts to close the sale.  | 10         |        |
| Active Listening         | Individual actively listens to comments and answers from the customer throughout the presentation.                 | 15         |        |
|                          | <b>TOTAL POINTS</b>  | <b>100</b> |        |